

# CVMA Sponsorship Kit

2024/2025 Calendar Year

**CVMA** Colorado Veterinary  
Medical Association

# CVMA Mission

Our mission is to enhance animal and human health and welfare, and advance the knowledge and wellbeing of Colorado veterinarians.

In short...*we are here to make life better for veterinarians and their teams.*



# Why CVMA?

With over half of licensed veterinarians in Colorado, CVMA represents the **largest group of veterinary professionals in the state.**

The CVMA name and reputation have **nationwide recognition.**

**Our 2,600+ members** extend far beyond Colorado, encompassing professionals from nearby states and from as far away as Alaska.

***Let's make double the impact: We invite you to join us in supporting the veterinary profession in the Rocky Mountain region.***





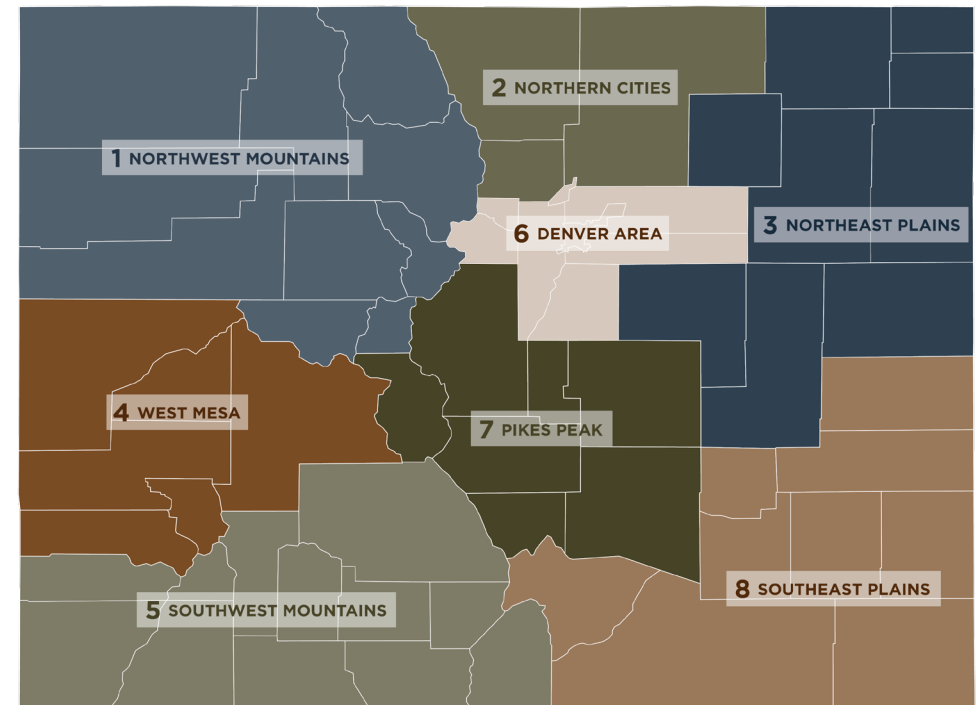
# Chapter Events

# Chapter Event Details

Looking for a more intimate sponsorship opportunity? Sponsoring a local chapter event is a great way to connect with small groups of CVMA members. Chapter events offer CE to members and are designed to provide a local CVMA feel for geographic collections of members.

- ✓ **Dates:** Ongoing throughout the year, typically 1/month depending on the chapter
- ✓ **Attendance:** 5-75 attendees each event
- ✓ **Location:** Determined by the chapter; typically held at local restaurants and meeting spaces along the Front Range; can also be virtual events. Chapters 2, 6, and 7 have multiple opportunities available each year

## CVMA Chapters



# Chapter Event Sponsorship Benefits

**Sponsorship: Prices vary. Contact us for details!**

- ✓ Sponsor logo featured on website with live link
- ✓ Sponsor logo included in every event marketing email with live link
- ✓ Sponsor logo on pre-session intro slides
- ✓ Opportunity for sponsor representative to address the audience (5 minutes)
- ✓ Opportunity for sponsor representatives to socialize with attendees
- ✓ Opportunity to offer 1-3 door prizes to attendees at each event
- ✓ Display table at in-person events
- ✓ List of attendees and emails from attendees who opt-in to receive sponsor communications





# CVMWEST

Colorado Veterinary Medical Association

June 1-2, 2024

PALISADE, COLORADO

Endocrinology for Equine and Small Animal Patients

# CVMA West 2024 Details

Offering high-quality CE opportunities is a vital part of CVMA's mission and commitment to Colorado veterinarians. CVMA West\* offers a unique blend of continuing education in a destination location.

- ✓ **Date:** June 1-2, 2024
- ✓ **Topic:** Endocrinology for Equine and Small Animal Patients
- ✓ **Attendance:** 70-90 attendees each year – in 2023, the event sold out 2 months in advance!
- ✓ **Location:** Wine Country Inn | Palisade, Colorado

\*Limited sponsorships available.



# CVMA West CE Sponsorship Packages and Benefits

	GOLD: \$2,500	SILVER: \$1,500	BRONZE: \$800
Logo placement in promotional event emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on program website with live link to sponsor website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition during program by host	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary CVMA membership for company representative	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Static advertising space on program website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition in the CVMA app news feed when the program is mentioned	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
List of attendees (name, clinic, city, state)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Opportunity to deliver live remarks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Table space for duration of in-person program	<input checked="" type="checkbox"/>		
Scholarships (2) to distribute for free registration	<input checked="" type="checkbox"/>		
List of emails from attendees who opt-in to receive sponsor communications	<input checked="" type="checkbox"/>		
Opportunity to pose questions (2) to attendees in the post-program survey	<input checked="" type="checkbox"/>		

*Limited sponsorships available at each level, sponsorships available first-come, first-serve. In-kind sponsorships will be recognized at-value with completed in-kind form.*

# CVMA *Convention* 2024

**WESTMINSTER, COLORADO**

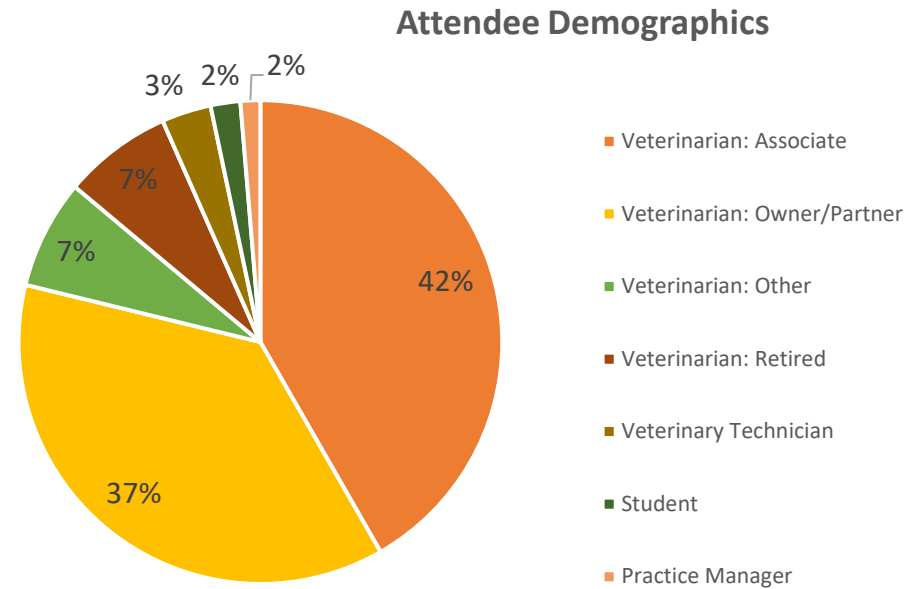
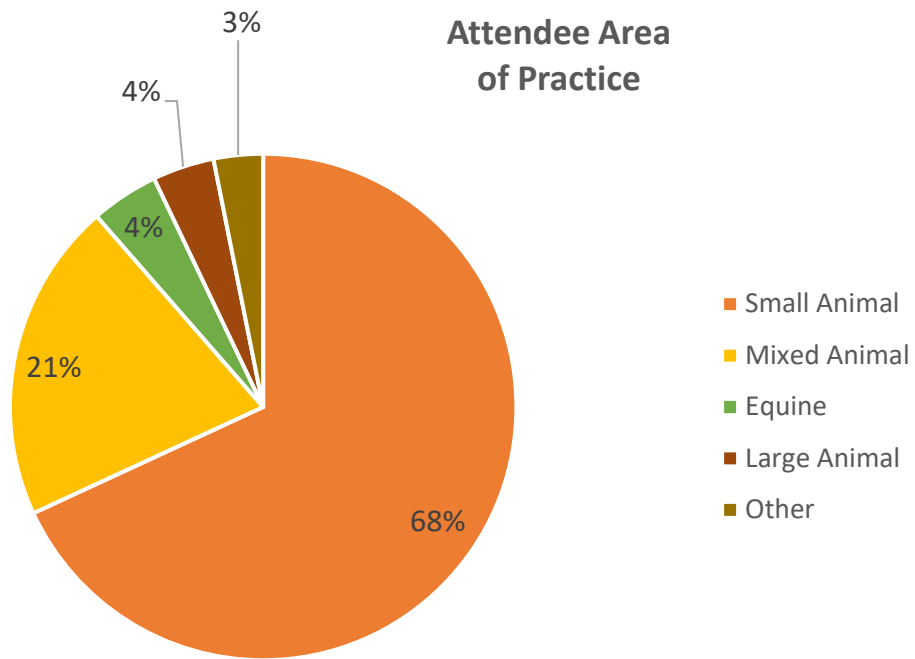
**SEPTEMBER 5-8**

**CVMA** Colorado Veterinary  
Medical Association



# At CVMA Convention 2022...

...CVMA welcomed 650\* attendees with representation from 22 states.



\*Includes exhibitors, speakers, and attendee guests



# CVMA Convention 2024 Details

CVMA Convention is the premier event for veterinary professionals throughout the Rocky Mountain region, boasting an “excellent” net promoter score by attendees.

- ✓ Central Front Range location in **Westminster, Colorado**
- ✓ 4 days of education including both **didactic and hands-on wet lab learning**
- ✓ **Education** covering small animal, equine, large animal, exotics, and practice efficiency topics
- ✓ **2 days of exhibits** (Friday, September 6 and Saturday, September 7)



# Convention Sponsorship Opportunities

- ✓ Speaker: Price varies
- ✓ Welcome reception (Thursday): \$5,000\*
- ✓ Happy hour in Exhibit Hall (Friday): \$5,000\*
- ✓ Reception with Birds of Prey (Saturday): \$5,000\*
- ✓ Breakfast in Exhibit Hall: \$4,000\*
- ✓ Lunch in Exhibit Hall (Friday or Saturday): \$4,000\*
- ✓ Coffee stations in Exhibit Hall (Friday or Saturday): \$3,500\*

# Convention Sponsorship Benefits

	Speaker/Track Sponsorship	Food/Coffee Sponsorship	Social Event Sponsorship
Logo featured on Convention website with live link	X	x	x
Logo included in Convention marketing email with live link when speaker/event is mentioned	X	x	x
Logo recognition in Convention program	x	x	x
Logo recognition on pre-session intro slides	X		
Opportunity for sponsor representative to address the audience	5 minutes		10 minutes
Dedicated sponsor table in room during session	X		
Opportunity to offer 1 door prize	X		X
Branded signage in room/event	X	X	X

***Become a partner at CVMA Convention! Your total investment may place you in one of our distinguished partner categories. See page 19 for more benefits and information.***



# Convention Advertising Opportunities

- ✓ Water bottles: \$3,000
- ✓ Bags: \$3,000
- ✓ Mobile app: \$1,000
- ✓ Window decals (16"x20", package of 3): \$1,000
- ✓ Floor decals in main hallways (2', package of 3): \$1,250
- ✓ Outdoor banner flags (10.5', front and back, 2 flags): \$1,750
- ✓ Advertisement in rotating pre-session slides (played at beginning of each session Thursday-Sunday): \$1,000
- ✓ Tote bag inserts (limited quantity available): \$600
- ✓ Mobile app push notifications (limited qty available): \$500/each
- ✓ Static banner ad in pre-event attendee emails (limited qty available): \$500/each

***Become a partner at CVMA Convention! Your total investment may place you in one of our distinguished partner categories. See page 19 for more benefits and information.***







# Exhibit Opportunities

Make a face-to-face connection with future customers in the Exhibit Hall!

## Exhibit Hall dates and times:

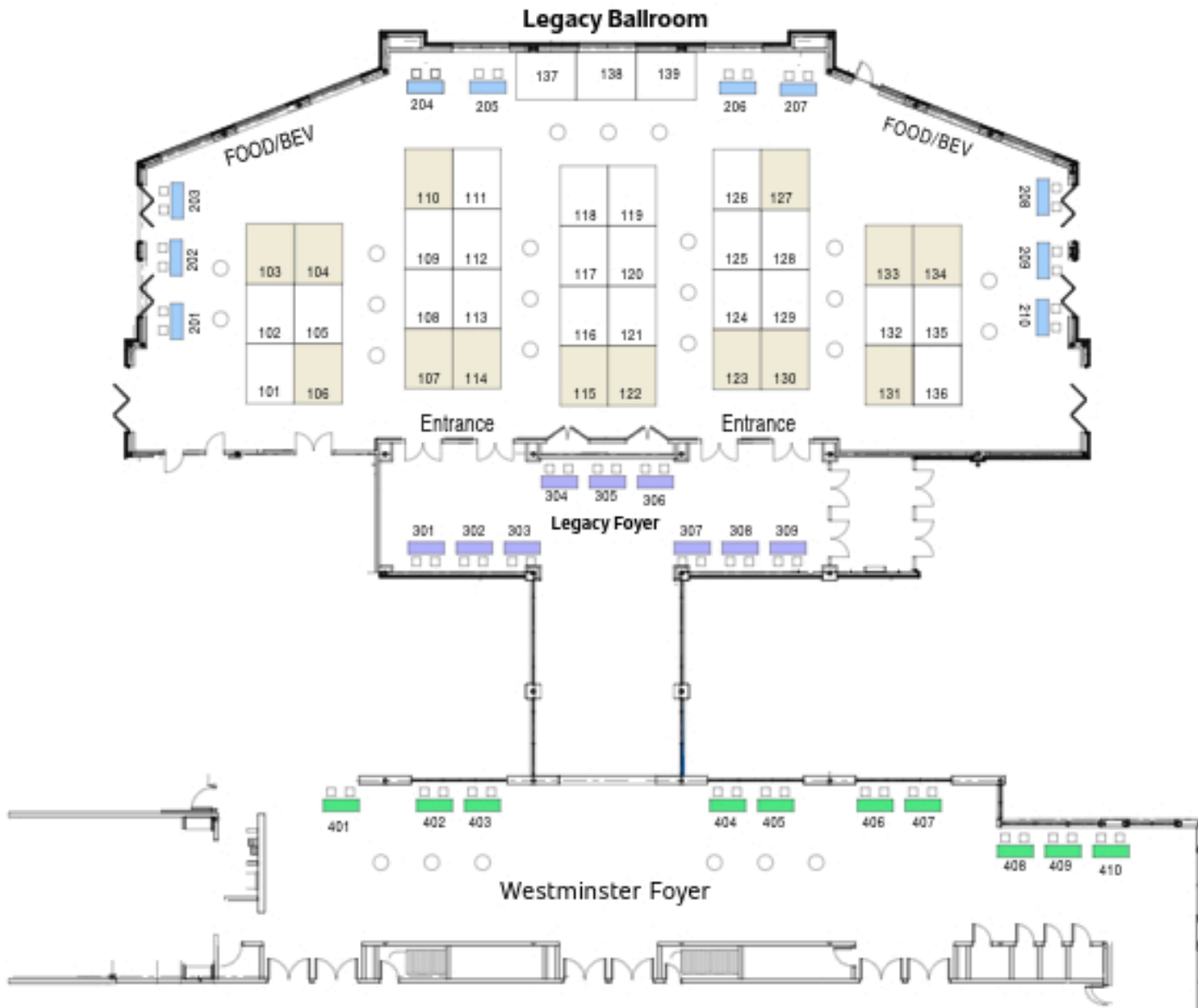
Friday, September 6 (10 a.m.-6 p.m.)

Saturday, September 7 (7 a.m.-10 a.m.)

## ✓ Other details

- ✓ Raise a glass during the **Friday Exhibit Hall Happy Hour**
- ✓ Enjoy **over 50% of exhibit hall hours unopposed**, giving you more time with attendees
- ✓ **NEW:** Exhibit Hall **AND** foyer spaces now available!

# Exhibit Hall Floorplan



Booth Type	Rate
Standard booth (hall)	\$1,425
Tabletop space (hall)	\$1,325
Premium booth (hall)	\$1,925
Tabletop space (Legacy Foyer)	\$1,525
Tabletop space (Westminster Foyer)	\$1,625

See up-to-date booth availability at [colovma.org/sponsor-and-exhibit](http://colovma.org/sponsor-and-exhibit)



# Convention Partner Benefits

Become a partner at CVMA Convention! Your total investment at Convention places you in one of the categories below.

	<b>Platinum \$15,000+</b>	<b>Gold \$10,000-\$14,999</b>	<b>Silver \$5,000-\$9,999</b>	<b>Exhibitor <i>Purchase of booth(s) only</i></b>
Representative badges	7	6	5	4
Beverage tickets for receptions	x	x	x	x
Recognition in Convention program	Logo + company description	Logo	Logo	Text
Recognition on Convention website	Logo + live link	Logo	Logo	Text
List of emails from attendees who opt-in to receive sponsor/exhibitor communications	X	X	X	X
Identifying ribbon on name badge	Sponsor ribbon	Sponsor ribbon	Sponsor ribbon	Exhibitor ribbon
Branded signage throughout event	Logo	Logo	Text	Text (on entrance unit into exhibit hall)
Opportunity to provide gift basket for drawing during Friday Happy Hour reception				Premium and Premium corner exhibitors
Discounted registration for customer(s)	Free registration for 2 customers	Free registration for 1 customer		
Recognition in Convention marketing emails	Logo + live link			
Advertisement in rotating slides during pre-session slides	X			



**10**

*POWER of*

Colorado Veterinary  
Medical Association

LEADERSHIP

**ACADEMY**

# Power of 10 Details

Growing the next generation of veterinary leaders in Colorado is vital to the CVMA mission. The Power of 10 Leadership Academy is designed to provide 10 veterinarian leaders with 10 critical trainings in leadership, communications, and evolving professional issues.

- ✓ **Date:** October 2024-September 2025
- ✓ **Attendance:** 10 veterinarian leaders
- ✓ **Other details**
  - ✓ Includes 10 days of training for veterinarians throughout the year
  - ✓ Kicks off with a weekend-long initial gathering in fall 2024; culminates with a graduation ceremony in fall 2025 where academy participants and sponsors are recognized



# Power of 10 Sponsorship Packages and Benefits

	GOLD: \$3,000	SILVER: \$1,500
Logo placement in promotional event emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement in printed promotional material*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on program website with live link to sponsor website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition during program by host	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in one CVMA blog post and eVOICE with Power of 10 program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
List of attendees (name, clinic, city, state)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity for company representative to attend 2 sessions (Silver) or 6 sessions (Gold)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Static advertising space on program website	<input checked="" type="checkbox"/>	
Complimentary CVMA membership for company representative	<input checked="" type="checkbox"/>	
Opportunity to provide remarks at beginning of 1 educational session (5 minutes)	<input checked="" type="checkbox"/>	

*Limited sponsorships available at each level, sponsorships available first-come, first-serve.*



CVMA Colorado Veterinary  
Medical Association

JAN 26-29

SKIICE

2  
0  
2  
5

VAIL, COLORADO



# SkiCE 2025 Details

Lovingly dubbed the “crown jewel” of CVMA’s destination CE offerings, SkiCE offers the ultimate blend of education and adventure. Created in the early 1960s, SkiCE is one of CVMA’s longest running continuing education programs, offering a unique schedule of 12 hours of CE mixed with full days of skiing for attendees.

- ✓ **Date:** January 26-29, 2025
- ✓ **Attendance:** 110-130 attendees each year (50% from in-state, 50% from out-of-state)
- ✓ **Location:** Grand Hyatt Vail | Vail, Colorado
- ✓ **Other details**
  - ✓ Event features CE in the mornings and afternoons with time built in for skiing during the day
  - ✓ The 2022 and 2023 SkiCE events were so popular they sold out!
  - ✓ Many attendees are practice owners or practice leaders

# SkiCE Sponsorship Packages and Benefits

	GOLD: \$2,500	SILVER: \$1,500	BRONZE: \$800
Logo placement in promotional event emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on program website with live link to sponsor website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition during program by host	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary CVMA membership for company representative	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Static advertising space on program website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition in the CVMA app news feed when the program is mentioned	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
List of attendees (name, clinic, city, state)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Opportunity to deliver live remarks	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Table space for duration of in-person program	<input checked="" type="checkbox"/>		
Scholarships (2) to distribute for free registration	<input checked="" type="checkbox"/>		
List of emails from attendees who opt-in to receive sponsor communications	<input checked="" type="checkbox"/>		
Opportunity to pose questions (2) to attendees in the post-program survey	<input checked="" type="checkbox"/>		

*Limited sponsorships available at each level, sponsorships available first-come, first-serve. In-kind sponsorships will be recognized at-value with completed in-kind form.*





## Sara Mork

CVMA Manager of Membership and Sales

[saramork@colovma.org](mailto:saramork@colovma.org)

**CVMA** Colorado Veterinary  
Medical Association